

**COPY OF PAPERS
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ALEXAI.008A

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Linden et al.

Group Art Unit: 2167

App. No. : 10/050,579

Filed : January 15, 2002

For : CONTENT PERSONALIZATION
BASED ON ACTIONS PERFORMED
DURING A CURRENT BROWSING
SESSION

Examiner : Unknown

RECEIVED
JUL 09 2002
GROUP 3600**ESTABLISHMENT OF RIGHT OF ASSIGNEE TO TAKE ACTION**
AND
REVOCATION AND POWER OF ATTORNEY**RECEIVED**
JUL 18 2002
Technology Center 2100United States Patent and Trademark Office
P.O. Box 2327
Arlington, VA 22202

Dear Sir:

The undersigned is empowered to act on behalf of the assignee below (the "Assignee"). A true copy of the original Assignment of the above-captioned application from the inventors to the Assignee is attached hereto. This Assignment represents the entire chain of title of this invention from the Inventors to the Assignee.

I declare that all statements made herein are true, and that all statements made upon information and belief are believed to be true, and further, that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that willful, false statements may jeopardize the validity of the application, or any patent issuing thereon.

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App. No. : 10/050,579
Filed : January 15, 2002

The undersigned hereby revokes any previous powers of attorney in the subject application, and hereby appoints the registrants of Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, Telephone (949) 760-0404, **Customer No. 20,995**, as its attorneys with full power of substitution and revocation to prosecute this application and to transact all business in the U.S. Patent and Trademark Office connected herewith. This appointment is to be to the exclusion of the inventor(s) and his attorney(s) in accordance with the provisions of 37 C.F.R. § 3.71.

Please use **Customer No. 20,995** for all communications.

ALEXA INTERNET

Dated: 3 May 2002By: Bruce C. Gilliat
Bruce Gilliat

Title: President

Address: The Presidio of San Francisco, Bldg. 37,
San Francisco, CA 94129-0140H:\DOCS\ASF\ALEXA\008\ALEXA\008A POWER OF ATTY.DOC
043002

RECORDATION FORM COVER SHEET
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TO THE ASSISTANT COMMISSIONER FOR PATENTS: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies) (If multiple assignors, list numerically)

1. Gregory D. Linden,
2. Brent R. Smith
3. Nida K. Zada
4. Jonathan O. Aizen
5. Geoffrey B. Mack

Additional name(s) of conveying party(ies) attached?
() Yes (X) No

2. Name and address of receiving party(ies): JUL 18 2002

Name: ALEXA INTERNET

Internal Address:

Street Address: The Presidio of San Francisco, Bldg.

116, P.O. Box 29141

City: San Francisco State: CA ZIP: 94129-0140

Additional name(s) of receiving party(ies) attached?
() Yes (X) No

3. Nature of conveyance:

- (x) Assignment
() Merger
() Security Agreement
() Change of Name
() Other:

Execution Date: (If multiple assignors, list execution dates in numerical order corresponding to numbers indicated in 1 above) 1. 4/12/02 2. 4/9/02 3. 4/14/02 4. 4/14/02 5. 4/3/02

4. Application number(s) or Patent number(s):

() Application(s) filed herewith Execution Date(s):

(X) Patent Application No.: 10/050,579
Filing Date: January 15, 2002() Patent No.:
Issue Date:

Additional numbers attached? () Yes (X) No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Alexander Franco
KNOBBE, MARTENS, OLSON & BEAR, LLP
Customer No. 20,995

Internal Address: Sixteenth Floor

Street Address: 620 Newport Center Drive

City: Newport Beach State: CA ZIP: 92660

Attorney's Docket No.: ALEXAI.08A

7. Total fee (37 CFR 1.21(h)): \$40.00

(X) Enclosed

() Authorized to be charged to deposit account

8. Deposit account number: 11-1410

Please charge this account for any additional fees which may be required, or credit any overpayment to this account.

6. Total number of applications and patents involved: 1

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document.

Alexander Franco
Name of Person Signing
Signature4/30/02
Date45,753
Registration No.

Total number of pages including cover sheet, attachments and document: 7

Mail documents to be recorded with required cover sheet information to:

U.S. Patent and Trademark Office

Attn: Assignment Division

Crystal Gateway-4

1213 Jefferson Davis Highway, Suite 320

Arlington, VA 22202

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GROUP 3600

COPY

Application No.: 10/050,579
Filing Date: January 15, 2002

**COPY OF PAPERS
ORIGINALLY FILED**

PATENT
Client Code: ALEXAI.008A
Page 1 of 6

ASSIGNMENT

WHEREAS, We, Gregory D. Linden, Brent R. Smith, Nida K. Zada, Jonathan O. Aizen and Geoffrey B. Mack have invented certain new and useful improvements in a **CONTENT PERSONALIZATION BASED ON ACTIONS PERFORMED DURING A CURRENT BROWSING SESSION** for which we have filed an application for Letters Patent in the United States, Application No. 10/050,579, filed on **January 15, 2002**;

AND WHEREAS, ALEXA INTERNET (hereinafter "ASSIGNEE"), a California Corporation, with its principal place of business at The Presidio of San Francisco, Bldg. 116, P.O. Box 29141, San Francisco, California 94129-0140, desires to acquire the entire right, title, and interest in and to the said improvements and the said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said application and all provisional applications relating thereto, and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

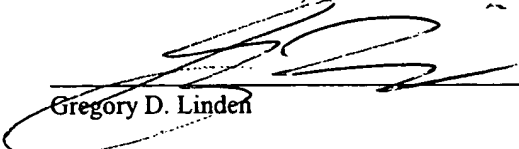
Application No.: 10/050,579
Filing Date: January 15, 2002

Client Code: ALEXAI.008A

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ASSIGNMENT

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 15 day of April, 2002.



Gregory D. Linden

8045 36th Avenue NE, Seattle, Washington 98115

City and state of residence

---A Witness, if present, should complete the following---

Witness signature

Printed Name of witness

---A Notary, if present, should complete the following---

STATE OF

COUNTY OF

}
ss.

On _____, before me, _____, personally appeared Gregory D. Linden personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

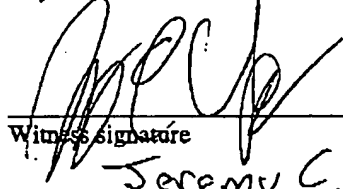
WITNESS my hand and official seal.

[SEAL]

Notary Signature

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ORIGINALLY FILEDApplication No.: 10/050,579
Filing Date: January 15, 2002PATENT
Client Code: ALEXAI.008A
Page 3 of 6

ASSIGNMENT

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 9th day of April, 2002.
Brent R. Smith10567 158th Avenue NE, Redmond, Washington 98052
City and state of residence
Witness signature

---A Witness, if present, should complete the following---

Jeremy C. York
Printed Name of witness

---A Notary, if present, should complete the following---

STATE OF
COUNTY OF

} ss.

On _____, before me, _____, personally appeared Brent R. Smith, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Notary Signature

Application No.: 10/050,579
Filing Date: January 15, 2002

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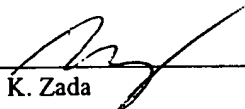
PATENT

Client Code: ALEXAI.008A

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ASSIGNMENT

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 14 day of APRIL, 2002.



Nida K. Zada

55 N. Claremont, San Mateo, California 94401

City and state of residence

---A Witness, if present, should complete the following---

Witness signature

Printed Name of witness

---A Notary, if present, should complete the following---

STATE OF }
 }
COUNTY OF } ss.

On _____, before me, _____, personally appeared Nida K. Zada personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Notary Signature

Application No.: 10/050,579
Filing Date: January 15, 2002

Client Code: ALEXA1.008A
Page 5 of 6

ASSIGNMENT

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 14th day of April, 2002.


Jonathan O. Aizen

24 Forestedge Road, Amherst, Massachusetts 01002
City and state of residence

---A Witness, if present, should complete the following---


Witness signature

RACHEL K. AIZEN
Printed Name of witness

---A Notary, if present, should complete the following---

STATE OF

COUNTY OF

} ss.

On _____, before me, _____, personally appeared Jonathan O. Aizen.
personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed
to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his
signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

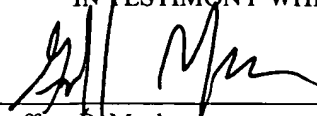
Notary Signature

Application No.: 10/050,579
Filing Date: January 15, 2002

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Client Code: ALEXAI.008A
Page 6 of 6

ASSIGNMENT

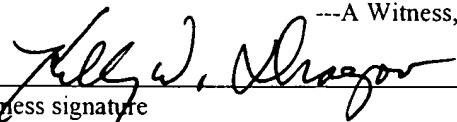
IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 3rd day of April, 2002.



Geoffrey B. Mack

2742 Heatherstone Drive, San Rafael, California 94903
City and state of residence

---A Witness, if present, should complete the following---



Witness signature
Kelly W. Dragoo

Printed Name of witness

---A Notary, if present, should complete the following---

STATE OF _____ }
COUNTY OF _____ } ss.

On _____, before me, _____, personally appeared Geoffrey B. Mack, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Notary Signature